

*CLAIM AMENDMENTS*

1. (Currently Amended) An apparatus for displaying retail merchandise, the apparatus adapted to be supported by a vertical support, the apparatus comprising:
  - a retail support structure having a rearward portion adapted to be supported by the vertical support, the retail support structure having a support surface extending horizontally, the support surface adapted to slidably support the retail merchandise;
  - a front stop arranged proximate a front end of the support surface;
  - self facing means for facilitating forward movement of the retail merchandise supported on the support surface toward the front stop; and
  - a reduced friction layer selected from the group consisting of a fluoropolymer coating and a cured silicon coating that has been cured by ultraviolet (UV) light on the support surface and arranged to directly contact the retail merchandise ~~directly supporting and contacting the merchandise~~, the reduced friction layer having a static coefficient of friction that is less than a static coefficient of friction for a standard powder coated finish for retail shelves.
2. (Currently Amended) The apparatus of claim 1, wherein the reduced friction layer is ~~comprises~~ a fluoropolymer.
3. (Original) The apparatus of claim 2, wherein the fluoropolymer is coated onto the support surface and therefore integral therewith.
4. (Currently Amended) The apparatus of claim 1, wherein the reduced friction layer is ~~comprises~~ a silicon ~~ultraviolet (UV) type coating~~ that has been cured by ultraviolet (UV) light.
5. (Withdrawn) The apparatus of claim 1, wherein the retail support structure includes a shelf and said means comprises an inclined angle of the support surface to provide for gravitational self facing.

6. (Withdrawn – Currently Amended) The apparatus of claim 5, wherein the shelf ~~having~~ has a vertical drop of less than 3.5 inches per 12 inches of horizontal depth.

7. (Withdrawn) The apparatus of claim 5, wherein the shelf has a vertical drop of less than 3.0 inches per 12 inches of horizontal depth, and wherein the shelf has a horizontal depth of between about 4 inches and about 30 inches.

8. (Withdrawn) The apparatus of claim 6, wherein the shelf has a vertical drop of about 2 inches or less per 12 inches of horizontal depth.

9. (Original) The apparatus of claim 1, wherein said means includes a spring biased pusher biased toward the front stop and movable toward and away from the front stop.

10. (Previously Presented) The apparatus of claim 9, wherein said support surface is oriented substantially parallel with horizontal when the retail support structure is supported in a horizontal position by the vertical support.

11. (Previously Presented) The apparatus of claim 1, wherein the retail support structure includes a generally flat panel providing said support surface.

12. (Withdrawn) The apparatus of claim 11, wherein the support surface is provided by a sheet metal panel.

13. (Withdrawn) The apparatus of claim 1, wherein the retail support structure is formed of wire material.

14. (Withdrawn) The apparatus of claim 1, wherein the reduced friction layer is provided by a mat placed on top of the support surface.

15. (Withdrawn) The apparatus of claim 1, wherein the reduced friction layer is provided by a wedge positioned on the retail support structure.

16. (Withdrawn) The apparatus of claim 1, wherein the retail support structure comprises a peghook, the rearward portion comprising a mounting back with peg hooks that are adapted to be mounted into a pegboard.

17.-28. (Canceled)

29. (Currently Amended) An apparatus for displaying retail merchandise, the apparatus adapted to be supported by a vertical support, the apparatus comprising:

a retail support structure having a rearward portion adapted to be supported by the vertical support, the retail support structure having a support surface extending horizontally, the support surface adapted to slidably support merchandise;

a front stop arranged proximate a front end of the support surface;

self facing means for facilitating forward movement of merchandise supported on the support surface toward the front stop;

a reduced friction layer selected from the group consisting of a fluoropolymer coating and a cured silicon coating that has been cured by ultraviolet (UV) light on the support surface, the reduced friction layer having a static coefficient of friction that is less than a static coefficient of friction for a standard powder coated finish for retail shelves; and

wherein the reduced friction layer is exposed for direct contact with the merchandise and not covered, and wherein the apparatus is free of an endless belt.

30. (Currently Amended) The apparatus of claim 29, wherein the reduced friction layer is comprises a fluoropolymer.

31. (Previously Presented) The apparatus of claim 30, wherein the fluoropolymer is coated onto the support surface and therefore integral therewith.

32. (Currently Amended) The apparatus of claim 29, wherein the reduced friction layer is comprises a silicon ~~ultraviolet (UV) type coating~~ that has been cured by an ultraviolet (UV) light.

33. (Previously Presented) The apparatus of claim 29, wherein said means includes a spring biased pusher biased toward the front stop and movable toward and away from the front stop.

34. (Previously Presented) The apparatus of claim 29, wherein said support surface is oriented substantially parallel with horizontal when the retail support structure is supported in a horizontal position by the vertical support.

35. (Previously Presented) The apparatus of claim 29, wherein the retail support structure includes a generally flat panel providing said support surface.

36. (New) The apparatus of claim 1, wherein the reduced friction layer is permanently affixed to the support surface.

37. (New) The apparatus of claim 29, wherein the reduced friction layer is permanently affixed to the support surface.

38. (New) The apparatus of claim 1, further comprising retail merchandise arranged between the self facing means and the front stop and sliding upon the reduced friction layer, wherein the reduced friction layer reduces drag on the retail merchandise.

39. (New) The apparatus of claim 29, further comprising retail merchandise arranged between the self facing means and the front stop and sliding upon the reduced friction layer, wherein the reduced friction layer reduces drag on the retail merchandise.

40. (New) The apparatus of claim 1, wherein the reduced friction layer is a fluoropolymer tape.

41. (New) The apparatus of claim 29, wherein the reduced friction layer is fluoropolymer tape.

42. (New) An apparatus for placement upon a vertical support in a retail setting, the apparatus comprising:  
two or more pieces of retail merchandise;  
a retail support structure having a rearward portion adapted to be supported by the vertical support, the retail support structure having a support surface extending horizontally, the support surface adapted to slidably support the retail merchandise;  
a front stop arranged proximate a front end of the support surface;  
self facing means for facilitating forward movement of the retail merchandise supported on the support surface toward the front stop; and  
a reduced friction layer permanently secured to the support surface and arranged to directly contact the retail merchandise, the reduced friction layer having a static coefficient of friction that is less than a static coefficient of friction for a standard powder coated finish for retail shelves.

43. (New) The apparatus of claim 42, wherein the reduced friction layer is a fluoropolymer.

44. (New) The apparatus of claim 42, wherein the reduced friction layer is a silicon that has been cured by ultraviolet (UV) light.

45. (New) The apparatus of claim 42, wherein the retail merchandise is arranged between the self facing means and the front stop and slides upon the reduced friction layer, and wherein a reduced drag force between the retail merchandise and the reduced friction layer promotes self facing of the retail merchandise.